Gyalpozhing College of Information Technology
Royal University of Bhutan

Front End Development I
CSC102

CA3 Project Report

E-COMMERCE ON FASHIONABLE CLOTHING

Group Members
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1. Aim and Objectives
The aim of the Project is to reach maximum customers at the right time to increase sales and profitability of the business. The objective of this project is to make the store better besides increasing sales and employee satisfaction like any other business.

2. Introduction

2.1 Project Background

These is a project to help users keep up to date about the latest trend and inspire users by showing how others mixed & matched, expressed themselves with the brand clothes as well as offer users similar looks and recommend users how the item could be mixed. So, we designed a responsive website that helps take common us into the digital age and apply what we currently learned.

2.2 Literature review

A website that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service. Fashion ecommerce is the selling and buying of fashion and apparel online. The fashion ecommerce industry is a highly competitive space where stores will try various marketing methods to stand out.

2.3 Current State of the Art

Sustainability plays a key role in the direction fashion trends are taking now. The upcycling trend is transforming the fashion industry, from manufacturing to design. Upcycling in fashion has also changed the way fashion consumers view the clothes they buy and wear.
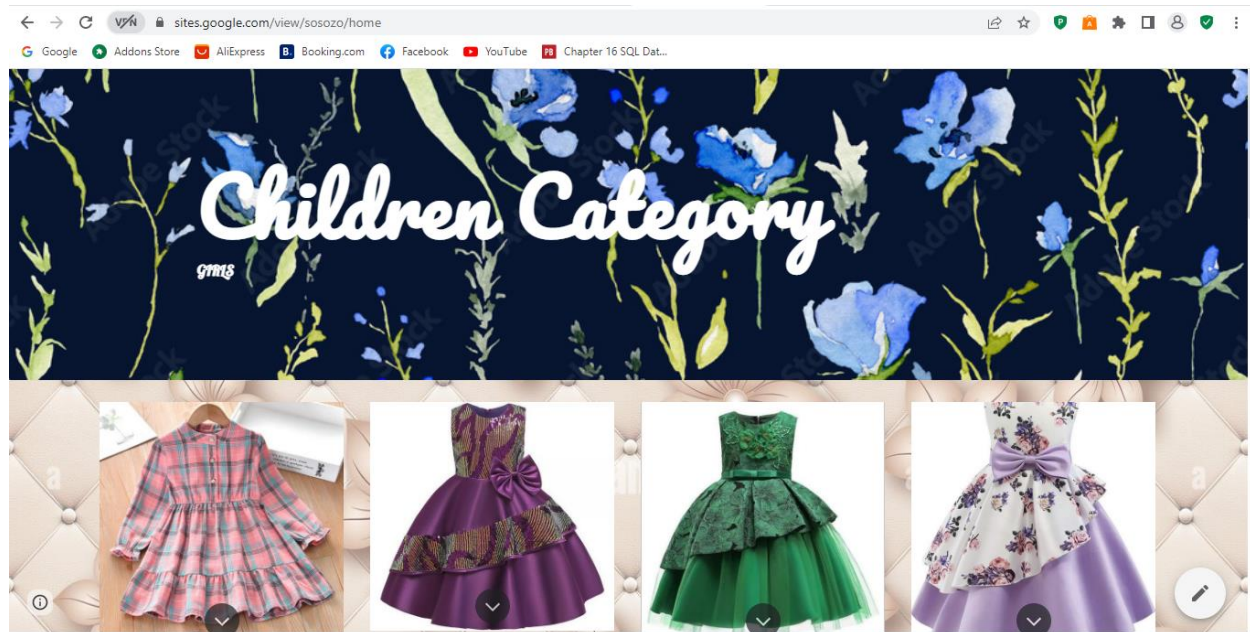
3. Innovative Designs

1.Usage of a tag to link with the another website.

```
<a href="https://sites.google.com/view/sosozalh " class="link">More++</a>
```


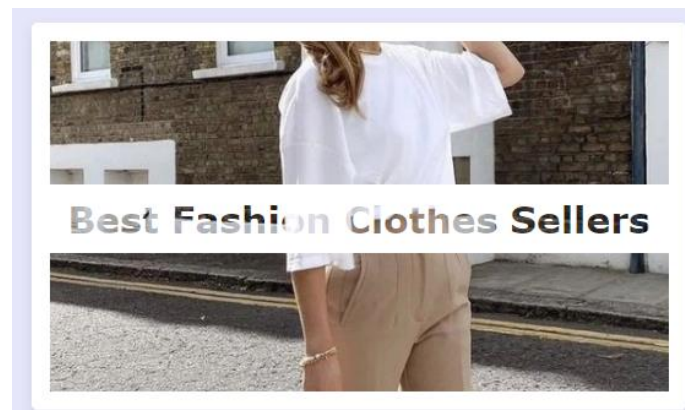When we click on this tab, we are able to visit another website

Output:

2.Usage of short-clip video

```
video src="images/video.mp4" loop autoplay muted></video>
```

Canva.com:

This is a free tool that allows students to work with photo editing, design layout, and more, all within an easy-to-use platform. It can also teach them how to work more creatively when laying out work.

It allows designer to have mp4 video with it and can be used in the website to depict different kinds of ideas and knowledge about that particular pictures to the viewers.
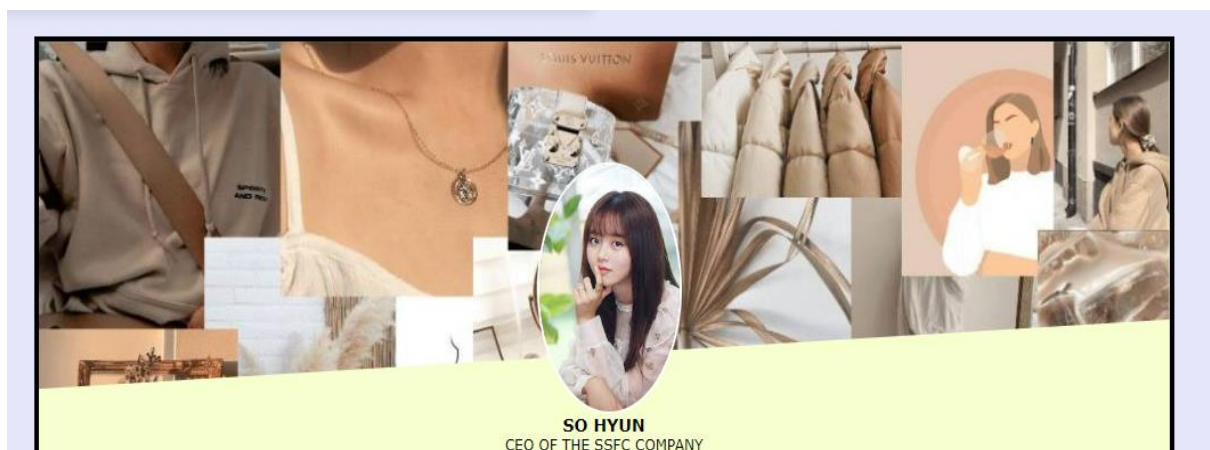
Output:

3. Usage of clip-path:


```
clip-path: polygon(0% 0%, 100% 0%, 100% 80%, 0% 100%);
```

The clip-path property lets you clip an element to a basic shape or to an SVG source.

With the help of clip-path it is easier to create any sort of design we want simply by changing the measurement of the shape side.

Output:

4. References

1. B. Caitlin, (2022, February 8). 13 best mission statement examples to inspire your

        own. Retrieve from https://www.wework.com/ideas/professional-
development/business-solutions/best-mission-statement-examples

2. Canva. (2013). Free Design Tool: Presentations, Videos, Social Media|Canva. Retrieve from
        https://www.canva.com/

3. w3school. (2013). How TO - Icon Bar. Retrieve from

        https://www.codinglabweb.com/2021/05/admin-dashboard-in-html-css.html